



PARAMOUNT MERCHANDISING MANUAL AND PRESS BOOK



Jerry Lewis as *The* Ladies Man?? Technicolor®

CAST

HERBERT H. HEEBERT	JERRY LEWIS
HELEN WELENMELON	HELEN TRAUBEL
FAY	PAT STANLEY
KATIE	KATHLEEN FREEMAN
GEORGE RAFT	GEORGE RAFT
HARRY JAMES	HARRY JAMES
MARTY	MARTY INGLES
BUDDY	BUDDY LESTER
GLORIA	GLORIA JEAN
MISS ANXIOUS	HOPE HOLIDAY

SYNOPSIS

The life of Herbert H. Heebert (Jerry Lewis) is one continuing crisis, beginning with his discovery immediately after college graduation ceremonies in Milltown that his childhood sweetheart has jilted him. He decides to leave town, get himself a job and avoid women like the plague.

After several job-hunting misadventures with beautiful girls, Herby manages to get work in California as a houseboy at a large Hollywood boarding-hotel, which is run by a kindly house mother named Helen Welenmelon (Helen Traubel). When he discovers later that the house is populated by 31 career girls, he's ready

to run. But Helen persuades him to stay, and even gets Herby to overcome his girl-shyness enough to talk to them! Most of them think he's cute but stupid, with the exception of Fay (Pat Stanley), an aspiring actress who shows genuine interest in him.

A flurry of excitement is generated at the boarding house when a television company prepares to do an interview there with Helen, a former opera star. But Herby fouls up the TV sound system and "accidentally" wrecks the camera equipment, to the disappointment of the girls, deprived of a TV appearance, and the demoralization of TV commentator Westbrook Van Voorhis.

Herby subsequently gets into a hassle with a gangster-like visitor named Buddy (Buddy Lester), who calls on his girl friend and thinks Herby is trying to steal her. He doesn't do too well with another visitor, either—George Raft, who can only prove he's "for real" by doing the tango with Herby.

Later, when Fay flunks an audition, Herby stops by to console her, and things move along romantically.

On Miss Welenmelon's birthday, the girls and Herby stage a surprise party and show for her and Herby wows them all with a display of his talent. But the days following the happy party aren't too happy for Herby, who thinks it's time to move on to another job. He packs his bags and tries to make a quick exit, but Fay finds out and when he leaves his room he's waylaid by Helen and all the girls. They tell him they like him, not as a houseboy but as Herby and beg him to stay. Herby happily drops his suitcases, hugs Fay and decides to remain with Miss Welenmelon and all the wonderful ladies.

ADVERTISING BILLING

JERRY LEWIS	100%	
as		
THE LADIES MAN	100%	
Co-starring		
HELEN TRAUBEL	50%	
Kathleen Freeman	25%	
Hope Holiday	25%	
Lynn Ross	25%	
and introducing		
PAT STANLEY	50%	
Guest Stars		
BUDDY LESTER	25%	
GEORGE RAFT	25%	
and		
HARRY JAMES AND HIS BAND	25%	
TECHNICOLOR®	25%	
Produced and Directed by Jerry Lewis	} 20%	
Written by Jerry Lewis and Bill Richmond		Trades 25%
Associate Producer—Ernest D. Glucksman	} Newspapers 20%	
New Songs by Harry Warren and Jack Brooks		15%
A Paramount Picture		20%

RUNNING TIME: 106 MINUTES

JERRY LEWIS, THE CLOWN PRINCE OF COMEDY CONTINUES HIS REIGN WITH ANOTHER BOXOFFICE HIT! THE MOST IMPORTANT, LAUGH-PACKED, GIRL-FILLED



PRODUCTION OF HIS CAREER—"THE LADIES MAN"

Perfect entertainment for any audience, this tremendous package of Technicolor joy brings you Jerry Lewis—consistently your patrons' number one favorite—in an attraction so big, so delightful that it surpasses in every way everything he's done before!

Thirty-one beautiful girls... surprise guest stars...

and the most amazing set in Hollywood history are just some of the important ticket-selling ingredients that make "The Ladies Man" the grandest of all Jerry Lewis attractions. Small wonder that Paramount is matching it reel for reel with the hardest hitting campaign within memory!



Copyright © 1961 by York Pictures Corporation. (Made in U.S.A.)

All advertising material in this press book, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America.



All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 28 West 44th Street, New York City 36, N. Y.

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

NEWSPAPER PUBLICITY CAMPAIGN

TABLE OF CONTENTS

ADVANCE

1. General announcement storypg. 1
2. Daily storiespg. 2, 3, 4
3. Feature on Jerry Lewispg. 5, 6
4. Story on Pat Stanleypg. 7
5. Story on Guest Starspg. 8
6. Story on 31 Girlspg. 9

OPENING

7. Opening Day Storypg. 10
8. Prepared reviewpg. 11

CAST and CREDITS

Herbert H. Heebert	JERRY LEWIS
Helen Welenmelon	HELEN TRAUBEL
Fay	PAT STANLEY
Katie	KATHLEEN FREEMAN
George Raft	GEORGE RAFT
Harry James	HARRY JAMES
Marty	MARTY INGELS
Buddy	BUDDY LESTER
Gloria	GLORIA JEAN
Miss Anxious	HOPE HOLIDAY
Jack La Lanne	JACK LA LANNE
Westbrook Van Voorhis	WESTBROOK VAN VOORHIS
Sylvia	SYLVIA LEWIS

Produced and directed by Jerry Lewis, Written by Jerry Lewis and Bill Richmond, Associate Producer—Ernest D. Glucksman.

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

NEW JERRY LEWIS PRODUCTION, "THE LADIES MAN," DUE SOON

Jerry Lewis again combines his four-way talents as producer, director, writer and actor for his newest Paramount release, "The Ladies Man," which opens its local engagement beginning.....at the.....Theatre.

Co-starred in the Technicolor production are former Metropolitan Opera star turned comedienne Helen Traubel, Kathleen Freeman, Hope Holiday and Lynn Ross with new star discovery Pat Stanley making her motion picture debut. Miss Stanley left the Broadway cast of "Fiorello," the musical hit, to appear as Jerry's leading lady. Guest stars Buddy Lester, George Raft, and Harry James and His Band are importantly featured, along with 31 gorgeous blondes, brunettes and redheads.

The girls portray career-seeking residents of the Hollywood boarding house which is the principal setting of the comedy. The story concerns the adventures -- or, rather, misadventures -- of one Herbert H. Heebert, who, having been jilted by his fiancée, has sworn off women for life. He takes a job as houseboy for motherly-looking Miss Welenmelon (Helen Traubel), unaware that he will be the only male in her boarding houseful of man-hungry beauties. Miss Welenmelon prevails upon him to stay and in spite of himself Herby becomes involved in the girls' affairs. By the time he finishes his "education" at the boarding house, he has developed a whole new attitude toward the female sex.

Included in the entertainment offered by "The Ladies Man" are songs, dances, and specialty routines by Jerry, the girls and the other stars.

#

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

HARRY JAMES PLAYS OWN COMPOSITION

IN JERRY LEWIS' "THE LADIES MAN"

Harry James and His Band play a "hot" rendition of the famed leader's original composition "Bang Tail," in the new Jerry Lewis Technicolor comedy, "The Ladies Man," which opens.....at the.....Theatre. The song is from James' new record album, and is described by him as "a real swingin', jazzy little number."

James shares the guest star spotlight with Buddy Lester and George Raft, who join co-stars Helen Traubel, Pat Stanley, Gloria Jean and 31 beautiful girls in the hilarious story of the only male employee in a Hollywood boarding house for lovely models and aspiring actresses. The film is a Paramount release.

#

HIS "LADIES MAN" ROLE

TAILOR-MADE FOR JERRY

According to Jerry Lewis, one way to get a movie role that's made to order for you is to write the script yourself -- and that's exactly what the comedian did, in collaboration with Bill Richmond. The result is his new Technicolor comedy for Paramount, "The Ladies Man," which opens.....at theTheatre. In addition, Lewis touched all the other creative bases by also serving as producer and director.

Jerry, of course, plays the title role -- a bashful, young woman-hater who is the only male employee in a Hollywood boarding house populated exclusively by beautiful, young girls. Lending assistance to the star are former Metropolitan Opera singer Helen Traubel, newcomer Pat Stanley and 31 talented beauties. There are guest star performances by Buddy Lester, George Raft and Harry James and His Band.

#

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

METROPOLITAN OPERA STAR TURNS FILM COMEDIENNE

It's quite a switch for Helen Traubel from the dignified Metropolitan Opera stage where she held forth for 16 years to her current contribution to the entertainment world -- "straight man" to Jerry Lewis in his new Technicolor comedy, "The Ladies Man," due.....at the.....Theatre.

Between those two extremes Miss Traubel conquered Broadway musical comedy ("Pipe Dream") and cut her teeth on comedy via TV shows with Red Skelton, Herb Shriner, Milton Berle -- and Jerry Lewis. Jerry was so impressed that he wrote her into his script of "The Ladies Man," in which the singer-comedienne demonstrates her talent in both departments.

Paramount is releasing the film about the only male employee in a Hollywood boarding houseful of career-seeking beauties.

#

PAJAMAS OF JERRY'S "LADIES" COLOR PROBLEM TO DESIGNER

Academy Award-winning designer Edith Head had a big color problem to solve in connection with Jerry Lewis' "The Ladies Man," new Technicolor comedy due.....at the.....Theatre. The daytime and evening clothes worn by the 31 lovelies in the cast didn't constitute the problem. It was the pajamas that gave Miss Head the headache. "Every girl had to have pajamas which matched the furnishings of her bedroom, and yet at the same time did not blend so well that they merged with the walls," explained the designer.

In the Paramount release the girls play residents of a Hollywood boarding house, with Jerry as the only male employee.

#

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

UNUSUAL, COSTLY "HOUSE"

BUILT FOR "LADIES MAN"

Almost as glamorous as the 31 young acting hopefuls in Jerry Lewis' new Technicolor comedy, "The Ladies Man," which arrives.....at the..... Theatre, is the eye-popping, three-story interior set that was built to house them. The edifice, which represents the boarding house populated by the career-seeking beauties, was especially constructed for the Paramount release at an over-all cost of \$500,000 -- \$350,000 for construction and the balance for decor.

In addition to living and dining rooms, which boast several glittering chandeliers, there is a high-speed elevator, plus 20 magnificent bedrooms, all tastefully and individually furnished.

Co-starred with Jerry in the story of the girl-shy houseboy who is the only male employee in the boarding house are Helen Traubel, Pat Stanley, Buddy Lester, George Raft and Harry James and His Band.

#

GEORGE RAFT FLIPS

FOR "THE LADIES MAN"

One of the toughest acting assignments in the movie career of "tough guy" George Raft was to flip a coin -- and drop it! Raft first made a reputation for himself as the coin-flipping muscle man in "Scarface" -- a man who never missed with a coin or a bullet. For his guest star appearance opposite Jerry Lewis in the Paramount release, "The Ladies Man," however, Raft was called upon to fumble. It took a bit of doing -- three flips, actually -- but he finally came through.

The Technicolor comedy, which stars Jerry and was also produced, directed and co-written by him arrives.....at the.....Theatre.

#

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

& SCENE MATS

JERRY LEWIS' FILM FORMULA FINDS GREAT FAN ACCEPTANCE

Jerry Lewis seems to be a movie do-it-yourself kit come to life. The comedian now not only performs, but writes the stories, produces the pictures and directs them, too. His first successful fling in all directions simultaneously was with "The Bellboy," and now he has done it again with his new Paramount Technicolor release, "The Ladies Man," which arrives.....at the.....Theatre.

Lewis' movie-making formula has had spectacular results. He is one of the few Hollywood stars who can truthfully claim that not a single one of his pictures has ever lost money, and now that he has absolute control over the content of his films, the possibility of his deviating from that formula is pretty remote. "Give audiences good, solid entertainment -- with lots of laughs and happiness," says Jerry, "and you can't go wrong."

The producer-director-writer-star concentrated all of his considerable energy and talent into his formula when he made "The Ladies Man," his most ambitious and most expensive movie to date. It isn't a one-man show by any means. Jerry has given himself able support by casting former Metropolitan Opera star comedienne Helen Traubel; Broadway's musical comedy star, Pat Stanley, who left the cast of "Fiorello" to make her movie debut opposite Jerry; 31 gorgeous girls, plus guest stars Harry James and His Band, night club comic Buddy Lester and George Raft.

The story Jerry conceived and wrote in collaboration with Bill Richmond, is, naturally, made-to-order for him. It concerns a girl-shy fellow who takes a job as house-boy in a Hollywood boarding house, unaware that the house is occupied exclusively by beautiful, man-hungry girls. When the awful truth confronts him in all its girlish glory, he looks for the nearest exist. House-boys for all-girl boarding houses are hard to come by, however, and even harder to hold onto, so Miss Traubel, who plays the house-mother, fast-talks him into staying. And thus begins the education of a "Ladies Man."

(more)

PHOTO LAYOUTS & SCENE MATS

STORY-IN-4-PICTURES



Still 10374-37 **Mat 2A**
 Herbert H. Heebert (Jerry Lewis), disappointed in love, vows to avoid women like the plague. Because she is motherly-looking, he takes a job with former opera star Helen Welenmelon (Helen Traubel), who runs a large boarding house in Hollywood. Herby is shocked to learn it is occupied exclusively by girls. He wants out, but because houseboys are hard to come by, Helen persuades him to stay.



Still 10374-82 **Mat 2E**
 Jerry Lewis introduces Pat Stanley in "The Ladies Man," Technicolor comedy coming to the Theatre. Co-starring Helen Traubel, the Paramount release stars writer-director-producer Lewis as a woman-hater who finds he is the only male in a boarding house full of gorgeous girls.



Still 376-3 **Mat 2B**
 Herby is then launched into a number of traumatic experiences with the beauties, most of whom are models and would-be performers. In spite of himself he is drawn to aspiring actress Fay (Pat Stanley), the only one who shows a genuine interest in him. He begins, however, to share in the girls' various activities, even dancing with them to the music of Harry James and His Band.



Still 10374-12 **Mat 2F**
 Jerry Lewis gets carried away—by comedienne Kathleen Freeman—in "The Ladies Man," a Paramount release written, directed and produced by the zany comic. The Technicolor comedy co-starring Helen Traubel and introducing Pat Stanley comes to the Theatre on

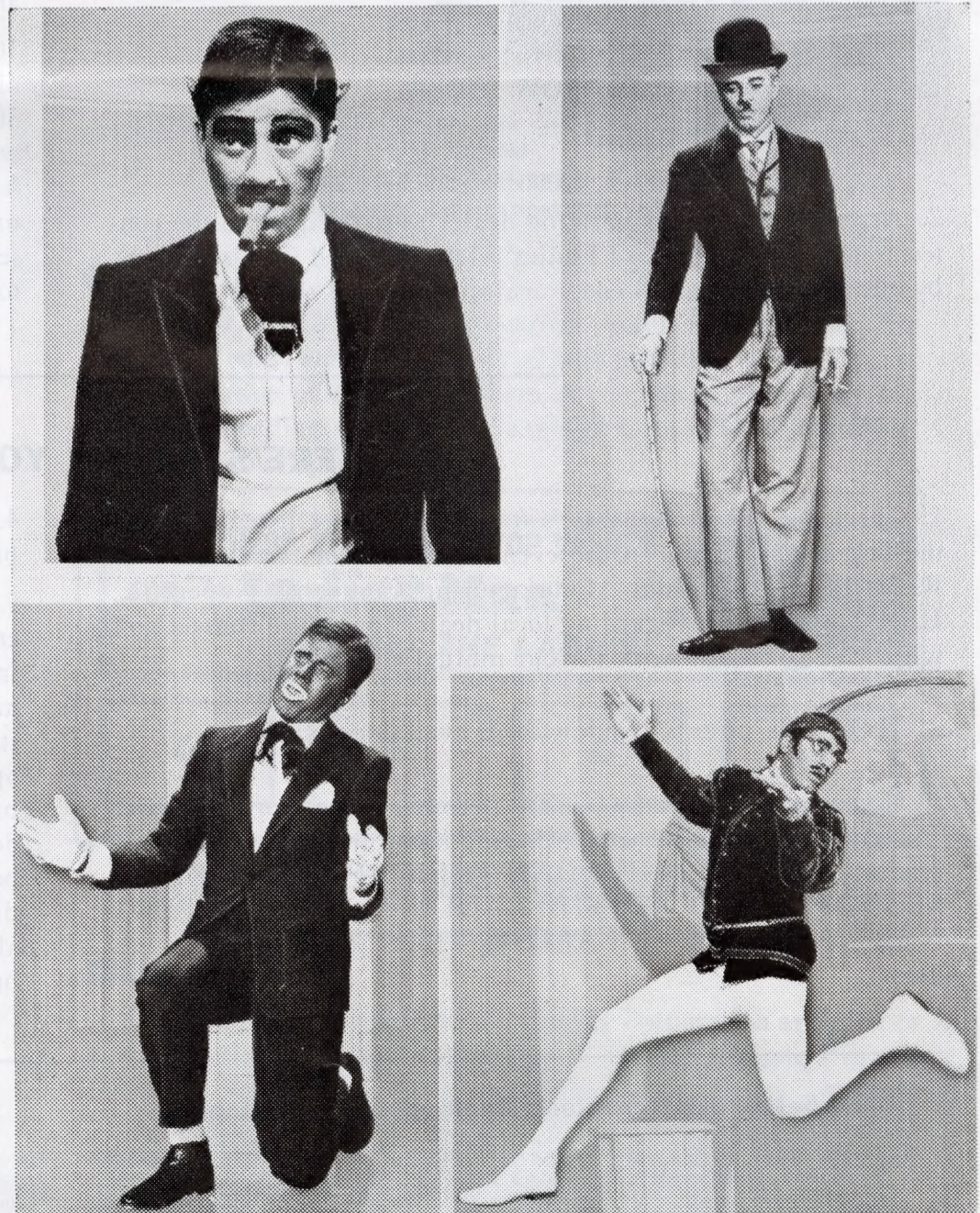


Still 366-8 **Mat 2C**
 After wrecking a TV interview set up for Helen, Herby gets into more trouble with some of the girls' dates. One of them is George Raft. Herby doesn't believe he's the famed movie star and challenges him to flip a coin to prove himself. Herbie goes into a real spin when he realizes the man actually is George Raft.



Still 289-2 **Mat 2D**
 By the time Miss Welenmelon's birthday arrives, Herbie has come a long way from the shy woman-hater he was. He and the girls stage a big surprise party for her complete with a show featuring the girls and Herbert H. Heebert specialties which include impersonations of Chaplin, Jolson and Groucho Marx.

THE FOUR FACES OF JERRY LEWIS



Still 10374-PS-2 **Mat 3A**
JERRY LEWIS WEARS MANY HATS (producer, director, writer and star) and many faces in connection with his new Technicolor comedy, "The Ladies Man," which comes to the Theatre. In the course of his portrayal of the only male employe in a boarding house for Hollywood beauties, Jerry impersonates Groucho Marx (upper left), Charlie Chaplin (upper right), an uninhibited ballet dancer (lower right) and Al Jolson (lower left).

PUBLICITY SCENE MATS

FABULOUS KROEHLER FURNITURE TIE IN PROMOTION

One of the most comprehensive and far-reaching merchandise/movie promotions ever undertaken is that consummated with the Kroehler Manufacturing Company whose American Trend Furniture is used exclusively in one of the rooms in the boarding-house set in which much of the story's action occurs. Such a promotion has never before been available to the furniture industry, and the American Trend people, in conjunction with Jerry Lewis Productions and Paramount, have developed a campaign of tremendous scope to make it pay off both for them and for every exhibitor who plays "The Ladies Man" and who cooperates.

HERE'S WHAT THEY ARE DOING

A specially prepared, mammoth merchandising kit has been sent to all American Trend dealers throughout the country. Each kit contains the following material:

1. A sales bulletin outlining the step-by-step procedure for setting the tie-up in motion to coincide with picture release date. It includes detailed explanations of how to use every sales-aid item in the kit and lists many local level promotion ideas and contests angled on cooperation with exhibitors.

KROEHLER not only creates the furniture...
we create the demand *for* you!

See how this can't-miss tie-in is being publicized across the land in full-page, 14-day, national ads. And notice the heavy concentration on bridal magazines for highly interested coverage of the furniture-conscious, engaged, buy-Young Married Market.

MAGAZINE	ISSUE	READERSHIP
LIVING	May	750,000
BRIDES MAGAZINE	Summer	160,000
BRIDE & HOME	Summer	110,000
MODERN BRIDE	Summer	160,000

WOULD YOU BELIEVE THAT THESE 2 PICTURES WERE TAKEN IN THE SAME ROOM WITH THE EXACT SAME FURNITURE?

2. Arrange with the cooperating dealer to participate in the contest to find your town's #1 Ladies' Man (outlined in this section) by offering American Trend Furniture as one of the big prizes.

3. Display pieces designed for dealers who participate in the promotion: 40" x 16" window and store banners; 30" x 40" displays for posting in theatres, and in dealer store windows and floor displays that prominently feature Jerry Lewis and scene stills from the film; 13" x 20" "Ladies Man" display card for both theatre lobbies and dealers' stores and windows.

4. New newspaper ad mats featuring Jerry and generously crediting "The Ladies Man."

5. Newspaper publicity releases and scene stills of Jerry and the furniture, plus a radio script for use by local news commentators.

6. Make a supply of "Ladies Man" buttons available to the dealer for distribution to customers.

7. If you have a mailing list, offer it to the dealer for his use in circulating the heralds.

8. Urge the dealer with whom you work to make full use of the free spots available to him from Kroehler on the air.

9. *Herald* approximately the size of a newspaper, prepared by Paramount, to be used as mailing piece by theatres. It is suggested that dealers secure them in quantity direct from Kroehler representative, have them imprinted locally and distributed to customer lists.

10. Free radio spots recorded personally by Jerry—two 20-second spots, 30-second and 40-second spots — in which he talks about his use of American Trend Furniture in the film and urges listeners to visit local dealer to see the furniture, and go to the theatre to see the film.

Alert Dealers
will be Jerry-on-the-spot
with lots of pre-tailored
AMERICAN TREND
tie-in material!

- Jerry Lewis Radio Spots
- Newsletters: Ads
- Store Banners
- Photos for TV Spots
- Ad and Display for Posting in Local Theatres
- Ad Report: Counter Cards
- Color Match
- Video Scope Translates
- Merchandise Display Cards
- "Ladies Man" Display Cards
- Hanging Tags
- Publicity Story
- Plan a Room Cur-Over

*Here's your chance for a whopping coop promotion with local theaters, who are being advised to tie-in mightily with your store! Act now to insure the success of this mutually advantageous deal!

HERE'S WHAT YOU CAN DO

1. Check the list of Kroehler's 6 regional offices listed here for the one in your area. In the event there is none, write or wire R. E. Borow, Kroehler Manufacturing Company, Naperville, Ill. for information regarding local dealer for you to contact and with whom you can work to your mutual advantage.

2. Make stills, posters, window cards available to the store.

3. If your outer—or inner—lobby permits, cooperate with dealer on setting up a small display of some furniture with credit card reading: THIS IS AMERICAN TREND FURNITURE . . . SEE SOME OF IT IN "THE LADIES MAN" STARTING NEXT (DAY) . . . SEE ALL OF IT AT (dealer's name, address).

4. Make sure your playdate credits are carried in all of their display material.

5. Arrange for a newspaper contest to be open to couples getting engaged and those getting married during the week before opening of the picture, to work this way: paper to announce that the names of all couples whose engagement or marriage is listed in its "hatched and matched" columns during the week before your opening, will be eligible to win American Trend Furniture prizes. Their names should be placed in a drum in dealer's window (together with display material on the picture). The day before opening, winning couple's name should be drawn from the drum by an important official of your town or by one of the brides, also chosen by drawing). This should net good story and picture break in the paper.

Listed below are Kroehler's Regional Sales Managers:

Eastern Division:

S. V. Walker (upholstered furniture)
George Scott (bedroom and dining room furniture)
c/o Kroehler Mfg. Co.
200 Lexington Avenue
New York, New York

Southern Division:

Elwood G. Gerber
c/o Kroehler Mfg. Co.
P.O. Box 9247
Charlotte 5, North Carolina

Southwestern Division:

Earl Campbell
c/o Kroehler Mfg. Co.
P.O. Box 35045—
Airlawn Station
Dallas, Texas

Midwest Division

(Michigan—Ohio—
Indiana—Pennsylvania)
Alexander K. Dewar
2214 Devonshire Road
Ann Arbor, Michigan

Midwest Division

(Illinois, West to Denver,
North to Minnesota, South
to Missouri)
Alden Peterson
Route 3, Box 706
Aurora, Illinois

Western Division:

John Farish
3354 Scadlock Lane
Sherman Oaks, California

MORE "LADIES MAN" PROMOTIONS

"LADIES MAN" BUTTONS ARE ALL-OVER-TOWN PROMOTION

A great bet with which to attract the attention of teen-agers to "The Ladies Man" and through them reach both younger and older sets is a past-performance-proved novelty giveaway—the mass distribution of giant-size, gag buttons. The buttons come in sets of 10, each a different, brightly colored background imprinted with a different gag in the current crazy talk hep kids like to spout. They will want to wear these for-free buttons and will be walking-talking ballys for "The Ladies Man" everywhere they appear with the buttons. It's the kind of stunt that snowballs, because kids who see them on others will want to get some for themselves and their friends. And promotion-minded merchants, radio stations and disk jockeys will recognize the distribution of these buttons as a good will gesture on their part and will, therefore, be glad to co-operate in getting them circulated.

The cost is low in proportion to the returns you can expect at your box-office from the word-of-mouth publicity that will be generated by this showmanship natural. Utilize every possible avenue as distribution centers.

1. Make them available to record stores.
2. Supermarkets are ideal distribution centers. They are always big local advertisers and might include in ads the come-on that they are a source for "Ladies Man" buttons.
3. Buttons could be used in connection with a department store promotion: with each sale customer has a chance to pull a button out of a bag. Those who accumulate a complete set of 10 different buttons should be awarded merchandise prizes plus guest tickets to see the picture. Naturally, display material on the picture and stills should be made available to the cooperating store.
4. Every one on your staff should wear a button, not only while on duty, but away from the theatre, as well; give them buttons for members of their families, too.
5. Give them to television personalities to wear themselves and to distribute to audiences during their telecasts.
6. Distribute them at beaches, ball games and other athletic meets.
7. If you have a mailing list, send a button to every name on it, especially all your newspaper, radio/TV contacts.
8. Get quantities to headquarters of Boy and Girl Scouts and any other youth clubs.
9. Radio stations are always on the lookout for something new in showmanship stunts, especially something that will create as much good will as this one. Ask them to have their disk jockeys and announcers offer to send the buttons to listeners who request them.
10. In exchange for guest tickets get some cute teenage girls to distribute the buttons to newspaper editors, city officials, and even on the streets.
11. Wherever teenagers congregate to have a coke and play the juke box—in sandwich shops, candy stores, drug stores, etc., the buttons should be available for distribution. Offer to admit one couple free if five couples come to the box-office with each kid wearing a different button, thereby completing the set.
12. Wherever the Belmont paper-back novelization of "The Ladies Man" is on sale (bus and rail terminals, newsstands, etc.) the buttons should be given away.

PAPERBACK BEST-SELLER HAS FREE PROMOTION FOR EXHIBITORS

Special Publication. Carefully timed for maximum tie-in promotion, Belmont Productions, Inc. has published "The Ladies Man" as a novel. This is a strong, direct movie edition, featuring title and picture material on front and back covers—plus an 8-page section of movie photos.

Free Display Material. Belmont Productions will furnish posters, rack cards, streamers, and custom-made point-of-sale display material, and every exhibitor should contact local book distributors and Belmont. Belmont has already contacted the F. W. Woolworth Co., S. H. Kress & Co., Kresge, M. H. Lamston, Inc., H. L. Green Co., and many other national chains of variety, drug and specialty stores. All the 800 book distributors will be promoting "The Ladies Man" to their 100,000-plus retail outlets, newsstands, etc.

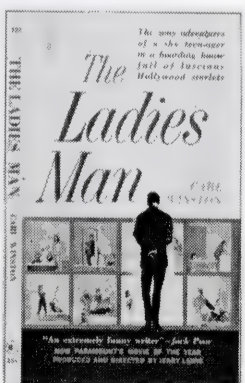
Bonuses on Play Dates. Let Belmont help you increase your contacts for this picture.

Here's what you do:

- (1) Retail book outlets will display exciting "Read the book—See the picture" material in their windows and showcases if you will display it also in your lobby. (Contact Belmont in advance for these displays.)
- (2) Bookmarks printed locally—advertising the paperback on one side and your theatre on the other—can be mailed widely to stores' customer lists.
- (3) Display the paperback on screen, and sell copies at cashier or special booth decorated with giant stills, in cooperation with local bookseller.
- (4) Offer free copies of the paperback as prizes to your first daily customers, or in publicity contests.
- (5) To enhance the status of this movie title, be sure to credit and illustrate the best-selling novel in your ads.
- (6) Most important: As soon as you have booked this picture, get all the free help you can by contacting Belmont:

Mel Friedman, Belmont Books

66 Leonard Street, New York 13, N. Y.



APPROXIMATE SIZE: 5" diameter
Reproduced above are the 10 different buttons to a set. Each package of 500 will contain 50 of each, with each button on a different, brightly-colored background. These buttons are low-priced at:

200 for \$12.50

500 for \$25.00

with postage prepaid

ORDER NOW

(enclosing check with order)

FROM

MORRIS ROTHENBERG & SON

2929 ATLANTIC AVE., BROOKLYN 7, NEW YORK

CO-OP AD

The copy in this specially prepared masthead is designed for merchants who cater to the needs of both men and women. Enlist the cooperation of as many of them as you can to place their ads under this heading, timing of ad's release to coincide as closely as possible to your opening date.

SHOP THESE STORES FOR TOP VALUES
FOR "The Ladies Man"
...AND ALL THE LADIES!

AD

AD

AD

AD

This merchant co-op masthead is available in two sizes—regular newspaper size, 8 columns, and tabloid size, 5 cols. Order Mat #5X and #8X from National Screen Service.

MUSIC

Music store, record shops and disk jockey cooperation are open to you via publication and recordings of two of the songs in the picture—"Don't Go to Paris" and "He Doesn't Know," both by Jack Brooks and Harry Warren. "He Doesn't Know" has been recorded by Miss Leslie Uggams for Columbia Records and "Don't Go to Paris" by Richard Hayes, also for Columbia.

The songs are published by Famous Music and title sheets carrying picture art and credits are available to you for display purposes upon request from the publishers at 1619 Broadway, New York City, N. Y.

ADVANCE AND PRE-OPENING CAMPAIGN

FREE: TECHNICOLOR TEASER TRAILER

All of the riotous fun in the picture is set forth in this breezy and wacky 115 foot Technicolor trailer—plus a promise of more to come. Designed to run in advance of your regular trailer, it is also ideal for cross-plugging at other theatres. Surely a must for your campaign.

(Free from National Screen Service—See coupon on back page)

REGULAR THEATRE TRAILER IN TECHNICOLOR

The regular production trailer uses every bit of ammunition in the Jerry Lewis comedy arsenal, to insure top-flight business. Filled with colorful, hilarious scenes from the production, this 2½ minute trailer should be ordered early and used often. This trailer is so typical of Jerry and his antics that it will no doubt be the talk of the town.

(Order from National Screen Service—See coupon on back page)

FREE: SET OF TV TRAILERS (16MM)

Since much of Jerry Lewis' early fame came from television appearances, what better way to reach those people who know and love Jerry and have made his pictures box-office successes? These TV trailers are wonderfully wild and should play an important part in your selling strategy. Each set contains: TWO 60 second spots, TWO 20 second spots and TWO 10 second spots. A FREE telop card is also available.



(FREE from Paramount Merchandising Representative—See coupon on back page)

FREE: RADIO SPOT ANNOUNCEMENTS

Order these early, the demand is sure to be heavy. They contain a wide variety of approaches, to reach all segments of your potential audience. There are a total of 10 announcements—THREE 60 second spots, THREE 20 second spots, TWO 30 second spots and TWO 10 second spots—All are important for rounding out your merchandising plans.

(FREE from Paramount Merchandising Representative—See coupon on back page)

SPECIAL NEWSPAPER "B" SET

All of the frenzied fun of Jerry Lewis has been captured in the fine Special Newspaper "B" set on "THE LADIES MAN". This set for your advertising publicity and exploitation use, is tailor made for use in store tie-ups, lobby displays, publicity planting and other away-from-theatre displays. The set is comprised of flat and upright 8 x 10 stills.

(Order from National Screen Service—See coupon on back page)

SET OF 12 FULL COLOR STILLS



Available: Set of 12 full color stills picturing all of the frenzied, fun of Jerry Lewis at his best.

TWO-COLOR HERALD

\$5.25 per M

All prices F.O.B. Cato, N. Y. Order from Cato Show Printing Co., Inc., Cato, N. Y. PHONE: TRemont 8-0861.

Your check or money order must accompany order. Please advise how to ship—if shipped parcel post, charges will be billed separately.

IMPRINTED HERALDS

1000	\$ 9.25	3000	\$22.25
2000	\$15.75	4000	\$28.75

Imprint includes theatre name, playdates and co-feature on back page. Additional ads priced according to amount of copy. Folding 60 cents per M.



The following advertising campaigns (reproduced in schematic form below) have been especially prepared to serve as your guide to an exciting and successful advertising program for "The Ladies Man." They are designed to serve the needs of theatres of every size and to meet the needs of every ad situation. The actual ads, in full size, appear on the following pages.

AA

Ad #301 321 lines SUNDAY BEFORE OPENING	Ad #212 140 lines MONDAY BEFORE OPENING	Ad #213 140 lines TUESDAY BEFORE OPENING	Ad #502 700 lines WEDNESDAY BEFORE OPENING
---	---	--	--

This campaign is to run over an 8 day period for a total lineage of 2500 lines.

AA

Ad #601 798 lines THURSDAY OPENING DAY	Ad #203 150 lines FRIDAY AFTER OPENING	Ad #201 56 lines SATURDAY AFTER OPENING	Ad #204 200 lines SUNDAY AFTER OPENING
--	--	---	--

1

Ad #204 200 lines SUNDAY BEFORE OPENING	Ad #210 132 lines MONDAY BEFORE OPENING	Ad #211 140 lines TUESDAY BEFORE OPENING	Ad #402 576 lines WEDNESDAY BEFORE OPENING
---	---	--	--

This campaign is to run over an 8 day period for a total lineage of 2000 lines.

1

Ad #403 600 lines THURSDAY OPENING DAY	Ad #202 100 lines FRIDAY AFTER OPENING	Ad #102 45 lines SATURDAY AFTER OPENING	Ad #203 150 lines SUNDAY AFTER OPENING
--	--	---	--

This campaign is to run over a 3 day period for a total lineage of 1050 lines.

2

Ad #203 150 lines SUNDAY BEFORE OPENING	Ad #302 399 lines WEDNESDAY BEFORE OPENING	Ad #501 500 lines THURSDAY OPENING DAY
---	--	--

This campaign is to run over a 3 day period for a total lineage of 625 lines.

3

Ad #202 100 lines SUNDAY BEFORE OPENING	Ad #204 200 lines WEDNESDAY BEFORE OPENING	Ad #301 321 lines THURSDAY OPENING DAY
---	--	--

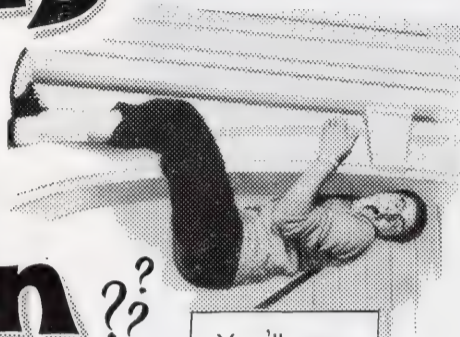
ADVERTISING SECTION



Jerry Lewis

He's what everyone's
talking about

as *The* Ladies Man??



You'll roar
over Jerry's
biggest,
broadest,
funniest
production
yet!

•He's wacky!?

•He's like wow!?

•He's way out!?

•He's shweet!?

•He's cute!?

•He's crazy!?

•He's the most!?

•He's dopey!?

•He's the end!?

•He's silly!?



Co-starring **HELEN TRAUBEL** **KATHLEEN FREEMAN** **HOPE HOLIDAY** **LYNN ROSS** **PAT STANLEY** **and introducing** **Guest Stars BUDDY LESTER - GEORGE RAFT** **Produced and Directed by JERRY LEWIS**
and **HARRY JAMES** and his band
Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

Technicolor®

4 COLS. x { 150 LINES.....600 LINES
10½ inches.....42 inches

MAT 403

IT'S JERRY'S B



Everyone's talking
about

Jerry Lewis

Technicolor®

Co-starring **HELEN TRAUBEL** **KATHLEEN FREEMAN**
Guest Stars **BUDDY LESTER - GEORGE RAFT** and **HA**
Jerry Lewis and Bill Richmond • Associate Produ

4 COLS. x { 144 LINES.....576 L
10½ inches.....42 in

BIGGEST, FUNNIEST YET!



as **The Ladies Man ???**

Jerry as a girl-shy handyman in a Hollywood hotel for girls only!

Fun-n-nee!!!



AN • HOPE HOLIDAY • LYNN ROSS • and introducing **PAT STANLEY**
 RY JAMES and his band • Produced and Directed by JERRY LEWIS • Written by
 Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

MAT 402

Jerry Lewis
 as **The Ladies Man ???**



You'll roar when you see Jerry as a girl-shy upstairs-man-of-all-work in a Hollywood hotel for girls only! It's the most hilarious idea since the invention of the belly-laugh!



JERRY'S BIGGEST, BROADEST, FUNNIEST BY FAR!
Technicolor®

Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** • **HOPE HOLIDAY** • **LYNN ROSS** • **PAT STANLEY** • and introducing **PAT STANLEY** • Guest Stars **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band • Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

3 COLS. x {133 LINES.....399 LINES
 9 1/2 inches 28 1/2 inches

MAT 302

JERRY'S BIGGEST, BROADEST, FUNNIEST EVER!

Jerry Lewis



as **The Ladies Man ???**

Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** • **HOPE HOLIDAY** • **LYNN ROSS** and introducing **PAT STANLEY** • Guest Stars **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band • Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

Technicolor®

2 COLS. x {28 LINES.....56 LINES
 2 inches 4 inches

MAT 201

HIS BIGGEST, FUNNIEST COMEDY EVER!



Jerry Lewis as *The Ladies Man*???

Jerry as a handyman—the only man—in a Hollywood hotel for girls only! The moviegoer never had it so funny!

Technicolor

Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** • **HOPE HOLIDAY** • **LYNN ROSS** • **PAT STANLEY** • **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band • **Produced and Directed by JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

6 COLS. x { 133 LINES 798 LINES
9 1/2 inches 57 inches

MAT 601

HIS BIGGEST, BROADEST, FUNNIEST EVER!



Jerry Lewis as *The Ladies Man*???
Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** • **HOPE HOLIDAY** • **LYNN ROSS** • **PAT STANLEY** • **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band • **Produced and Directed by JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture
Technicolor

2 COLS. x { 50 LINES . . . 100 LINES
3 1/2 inches . . . 7 inches

MAT 202

IT'S JERRY'S BIGGEST, FUNNIEST YET!



Everyone's talking about **Jerry Lewis as *The Ladies Man*???**
He's a handyman in a Hollywood hotel—for girls only!

Technicolor
Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** • **HOPE HOLIDAY** • **LYNN ROSS** • **PAT STANLEY** • **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band • **Produced and Directed by JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

2 COLS. x { 75 LINES . . . 150 LINES
5 1/2 inches . . . 11 inches

MAT 203

YOU'VE NEVER HAD IT SO BIG, BROAD AND FUNNY!

Jerry Lewis as *The Ladies Man* ???

He's not the last man on Earth... he's just the luckiest!



The only man in an all-girls hotel in Hollywood! His only problem is: how handy can a handyman get?...



Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** • **HOPE HOLIDAY** • **LYNN ROSS**
 Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman
 New Songs by Harry Warren and Jack Brooks • A Paramount Picture

and introducing **PAT STANLEY** • **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band
Technicolor®

4 COLS. x { 120 LINES.....480 LINES
 8 1/2 inches.....33 1/2 inches

MAT 401

YOU'VE NEVER HAD IT SO BIG, BROAD AND FUNNY!



He's the only man in a hotel for girls only!

Jerry Lewis as *The Ladies Man* ???

Technicolor®
 Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** • **HOPE HOLIDAY** • **LYNN ROSS** • and introducing **PAT STANLEY** • Guest Stars **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band • Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture



Jerry Lewis as *The Ladies Man* ???

A Paramount Picture

BOTH MIDGETS ON MAT 101

Jerry Lewis as *The Ladies Man* ???

His funniest, biggest ever!

Jerry Lewis as *The Ladies Man* ???

A Paramount Picture **Technicolor**®

IT'S JERRY'S BIGGEST, FUNNIEST YET!

He's the only man in a hotel for girls only!



Jerry Lewis as *The Ladies Man* ???

Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** • **HOPE HOLIDAY** • **LYNN ROSS** • and introducing **PAT STANLEY** • Guest Stars **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band • Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture
Technicolor®

45 LINES
 3 inches

MAT 102

90 LINES
 6 1/2 inches

MAT 103

IT'S JERRY'S BIGGEST, FUNNIEST YET!



Everyone's talking about
Jerry Lewis

as **The Ladies Man???**

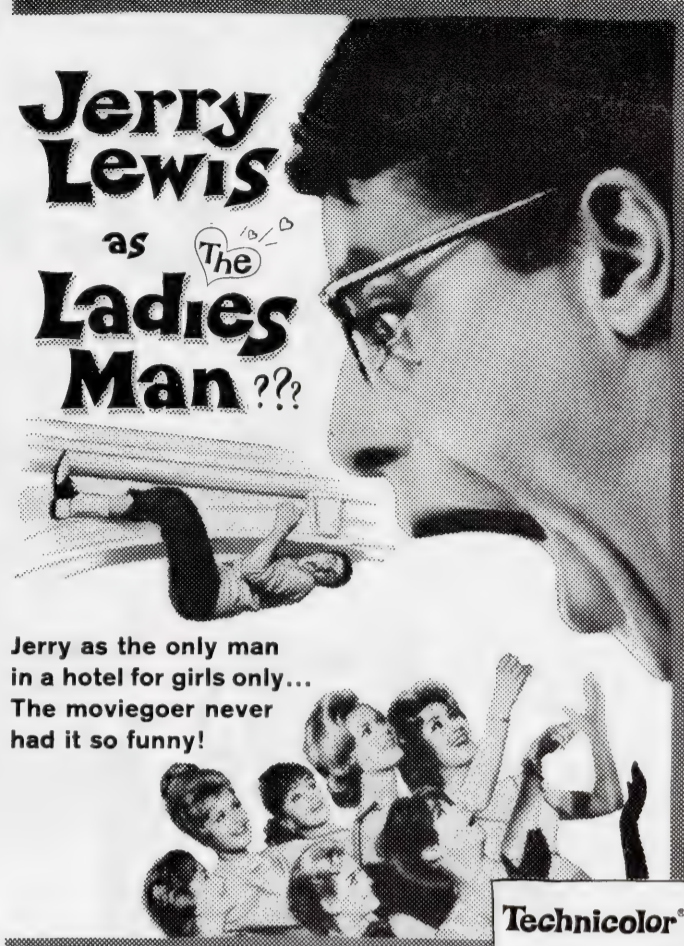
Jerry as a girl-shy handyman in a Hollywood hotel for girls only!

Fun-n-nee!!!

Technicolor

Co-starring **HELEN TRAUBEL** • KATHLEEN FREEMAN • HOPE HOLIDAY • LYNN ROSS • and introducing **PAT STANLEY**
Guest Stars **BUDDY LESTER** • GEORGE RAFT and **HARRY JAMES** and his band • Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

HIS BIGGEST, BROADEST, FUNNIEST COMEDY EVER!



Jerry as the only man in a hotel for girls only... The moviegoer never had it so funny!

Technicolor

Co-starring **HELEN TRAUBEL** • KATHLEEN FREEMAN • HOPE HOLIDAY • LYNN ROSS • and introducing **PAT STANLEY** • Guest Stars **BUDDY LESTER** • GEORGE RAFT and **HARRY JAMES** and his band • Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

2 COLS. x { 100 LINES . . . 200 LINES
7 inches . . . 14 inches

MAT 204

3 COLS. x { 107 LINES 321 LINES
7 1/2 inches 22 1/2 inches

MAT 301

HIS BIGGEST BROADEST FUNNIEST EVER!!

Jerry Lewis
as **The Ladies Man???**

Jerry as a handyman—the only man—in a Hollywood hotel for girls only! The moviegoer never had it so funny!



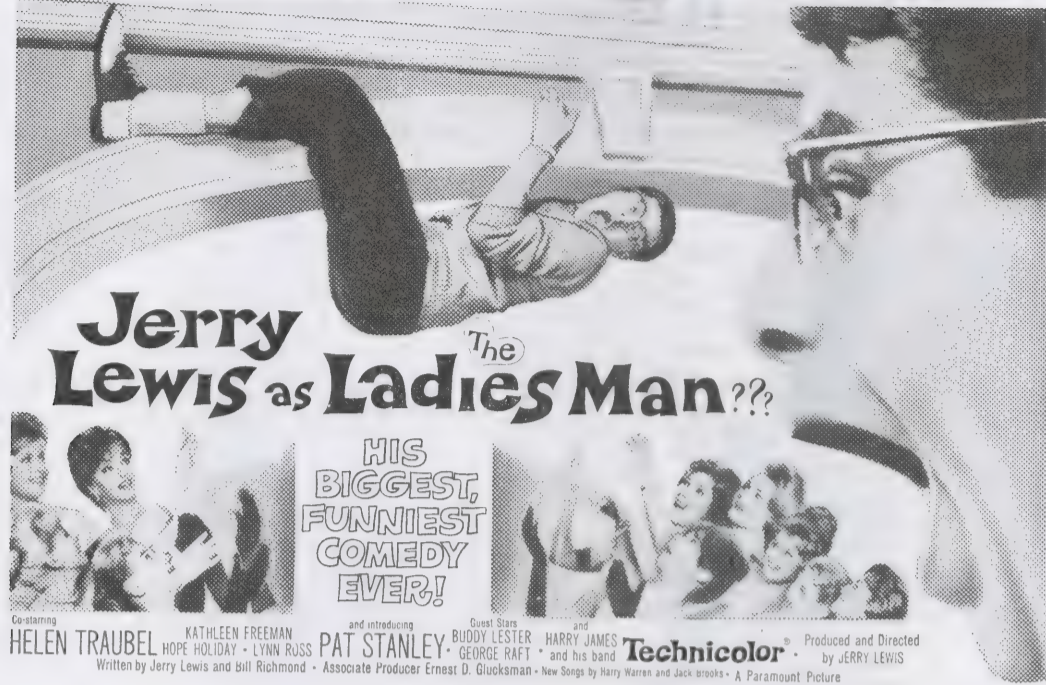
Co-starring **HELEN TRAUBEL** • KATHLEEN FREEMAN • HOPE HOLIDAY • LYNN ROSS • and introducing **PAT STANLEY** • Guest Stars **BUDDY LESTER** • GEORGE RAFT and **HARRY JAMES** and his band • Produced and Directed by **JERRY LEWIS** • Associate Producer Ernest D. Glucksman • Written by Jerry Lewis and Bill Richmond • New Songs by Harry Warren and Jack Brooks • **Technicolor** A Paramount Picture

5 COLS. x { 100 LINES 500 LINES
7 inches 35 inches

MAT 501

3rd 4th 5th

HE'S HOLDING FOR A 2nd BIG WEEK!



Jerry Lewis as ^{The} Ladies Man??

HIS BIGGEST, FUNNIEST COMEDY EVER!

Co-starring HELEN TRAUBEL, KATHLEEN FREEMAN, HOPE HOLIDAY, LYNN ROSS and introducing PAT STANLEY, BUDDY LESTER, HARRY JAMES and his band **Technicolor**® Produced and Directed by JERRY LEWIS

Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture

3 COLS. x { 60 LINES.....180 LINES
4 1/4 inches 12 3/4 inches

MAT 320

YOU'VE NEVER HAD IT SO BIG, BROAD AND FUNNY!

Jerry Lewis as ^{The} **Ladies Man??**

He's not the last man on Earth... he's just the luckiest!



The only man in an all-girls hotel in Hollywood! His only problem is: how handy can a handyman get?...



Co-starring HELEN TRAUBEL • KATHLEEN FREEMAN • HOPE HOLIDAY • LYNN ROSS
Produced and Directed by JERRY LEWIS • Written by Jerry Lewis and Bill Richmond • Associate Producer Ernest D. Glucksman
New Songs by Harry Warren and Jack Brooks • A Paramount Picture

and introducing PAT STANLEY • BUDDY LESTER • GEORGE RAFT and HARRY JAMES and his band **Technicolor**®

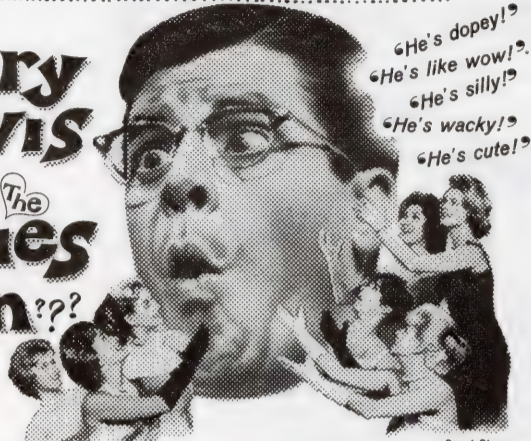
5 COLS. x { 140 LINES.....700 LINES
10 inches 50 inches

MAT 502

SPECIAL MAT No. 1

HIS BIGGEST, BROADEST, FUNNIEST EVER!

Jerry Lewis as *The* Ladies Man???



«He's dopey!»
«He's like wow!»
«He's silly!»
«He's wacky!»
«He's cute!»

Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** and introducing **PAT STANLEY** • **BUDDY LESTER**
and **HARRY JAMES** and his band • Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis
and Bill Richmond • Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks
A Paramount Picture **Technicolor®**



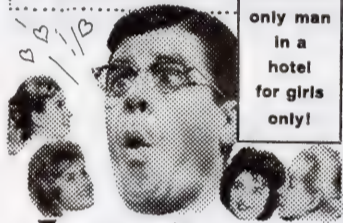
YOU'VE NEVER HAD IT
SO BIG, BROAD AND
FUNNY!

He's
the
only
man
in a
hotel
for
girls
only!

Jerry Lewis as *The* Ladies Man???

Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN**
HOPE HOLIDAY • **LYNN ROSS** and introducing
PAT STANLEY • Guest Stars **BUDDY LESTER** • **GEORGE RAFT**
and **HARRY JAMES** and his band • Produced and Directed by
JERRY LEWIS • Written by Jerry Lewis and Bill Richmond • Associate
Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks
A Paramount Picture **Technicolor®**

IT'S JERRY'S BIGGEST,
FUNNIEST YET!



He's the
only man
in a
hotel
for girls
only!

Jerry Lewis as *The* Ladies Man???

Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** and introducing
HOPE HOLIDAY • **LYNN ROSS** • **PAT STANLEY**
Guest Stars **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band
Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond
Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks
A Paramount Picture **Technicolor®**



Jerry Lewis

His
funniest,
biggest
ever!

as *The* Ladies Man???

A Paramount Picture **Technicolor®**

Jerry Lewis as *The* Ladies Man???

A Paramount Picture **Technicolor®**

IT'S JERRY'S BIGGEST, FUNNIEST YET!



Everyone's
talking
about

Jerry Lewis as *The* Ladies Man???

He's a
handyman
in a
Hollywood
hotel - for
girls only!

Technicolor®

Co-starring **HELEN TRAUBEL** • **KATHLEEN FREEMAN** and introducing
HOPE HOLIDAY • **LYNN ROSS** • **PAT STANLEY**
Guest Stars **BUDDY LESTER** • **GEORGE RAFT** and **HARRY JAMES** and his band
Produced and Directed by **JERRY LEWIS** • Written by Jerry Lewis and Bill Richmond
Associate Producer Ernest D. Glucksman • New Songs by Harry Warren and Jack Brooks • A Paramount Picture



ORDER FROM: National Screen Service (see order blank on BACK COVER)

CREDITS

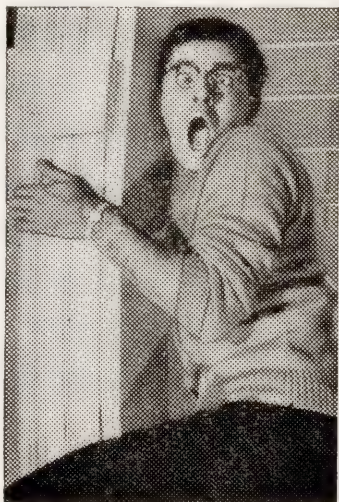
Producer-Director—Jerry Lewis; Screenplay—Jerry Lewis; Additional Material—Bill Richmond; Songs—Harry Warren and Jack Brooks; Costumes—Edith Head; Cinematographer—W. Wallace Kelley; Unit Production Manager—William C. Davidson; Unit Art Director—Ross Bella; Assistant Director—C. C. Coleman; Film Editor—Stanley Johnson, Music Scored and Conducted—Bobby Van; Hair Stylist—Nellie Manley

In the course of the story, Jerry sings and dances with the talented "ladies" and has an opportunity to do a number of impersonations of such famous entertainers as Al Jolson, Charlie Chaplin and Groucho Marx.

In his capacity of producer, Jerry ordered the construction of one of the most talked-about sets ever built in Hollywood -- the boarding-house occupied by the 31 assorted blondes, brunettes and redheads in the picture. The huge, three-story structure, featuring 20 glamorous bedrooms, a high-speed elevator and glittering chandeliers, represented an outlay exceeding \$500,000.

To emphasize the girls' importance in "The Ladies Man," Jerry had 15 dressing rooms built on the set for them and 31 blue-and-white directors' chairs, each bearing the name of the girl whose property it became during production of the comedy. In addition, each of the beauties was given a new bicycle, hair dryer and personalized coffee cup -- "just to keep them happy," explained Jerry, revealing an understanding of female psychology that would have been extremely useful to the girl-shy male he portrays in "The Ladies Man."

#



Still 10374-33

Mat 1A

As writer, producer, director and star, Jerry Lewis dominates "The Ladies Man," new Paramount Technicolor comedy opening at the Theatre. Helen Traubel and Pat Stanley, discovered by Lewis in the cast of the Broadway success "Fiorello!," co-star.

PLEASE NOTE!
MORE PUBLICITY STORIES
BETWEEN PAGES 14 & 15
OF PRESSBOOK.

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

FILM NEWCOMER PAT STANLEY LEADING LADY TO JERRY LEWIS

Every so often a fresh, exciting newcomer bursts upon the Hollywood scene, heralding a career of great promise. The latest to step into the film spotlight is a young lady named Pat Stanley, who hails originally from Cincinnati and arrived in the cinema city by way of Broadway. Unlike many a newcomer, however, the petite Miss Stanley is starting her film career at the top. She plays leading lady to Jerry Lewis in his new Paramount Technicolor comedy, "The Ladies Man," which opens.....at the.....Theatre.

So highly thought of is Pat by studio executives that she was signed to a five-year, one-picture-a-year film contract. Pat says "It all seems like a dream." It is a "dream" which actually began one night in New York when Pat was seen as Dora in the hit Broadway musical, "Fiorello." The head of Paramount Studios watched her performance and was so very much impressed that he immediately set in motion negotiations that led to her top-casting by Lewis in "The Ladies Man" and subsequently to the contract.

The five-foot-three bundle of bounce and personality launched her show business career as the dancing lead in a summer stock production of "One Touch of Venus." Dancing roles in several other shows followed and led to a top part in "A Tree Grows in Brooklyn." Pat then went on some popular television shows including Ed Sullivan's, Omnibus and Arthur Murray, and subsequently hit the jackpot with her casting as Dora in "Fiorello." She withdrew from the still-going-strong show to seize the Hollywood opportunity that suddenly presented itself.

"The Ladies Man" features 30 other attractive and exciting females in the all-girl Hollywood boarding-house, with Jerry as its only male employee.

#

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

GUEST STARS ADD FUN, MUSIC TO JERRY LEWIS' NEW COMEDY

Jerry Lewis rolled out the red carpet for a trio of guest stars -- Buddy Lester, George Raft and Harry James -- which will be seen in his new Technicolor comedy, "The Ladies Man," opening.....at the.....Theatre. The guests do more than take a bow in the Paramount release, which co-stars Helen Traubel and introduces Broadway's Pat Stanley. Their appearances and their specialities are definitely connected to the story which relates Jerry's misadventures as the only male employee in a Hollywood boarding-house inhabited exclusively by 31 beautiful girls.

Raft returned to Paramount, where he became famous as a star in the 1930's, to confuse Jerry in "The Ladies Man." Raft rocketed to fame following his starring role in "Dancers in the Dark." He later switched to suave villain roles and became Hollywood's number one "good bad guy."

The music of Harry James and his 24-piece band enlivens a dream sequence in which Jerry and one of the girls, Sylvia Lewis, do an Apache jazz dance. The famed trumpeter blows a "hot" rendition of his own recorded composition, "Bang Tail," which he describes as a "real swingin', jazzy little number."

The third guest star, vaudeville and nightclub comedian Buddy Lester, portrays a gangster type who comes to call on one of the "ladies" in the boarding-house one Saturday night. Jerry manages to get into a hassle with him with results that border on mayhem. Four other ex-vaudevillians -- Joey Faye, Eddie Quillan, Roscoe Ates and Marty Ingels -- are also in "The Ladies Man" because, according to Jerry, "The funniest guys in show business come from vaudeville, and that's why they're in my picture."

#

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

PRODUCER JERRY LEWIS

ANSWER TO 31 PRAYERS

Jerry Lewis is the answer to a maiden's prayers -- wholesale! Not one, but 31 young, beautiful and talented girls can thank Jerry for the unusual opportunity of being show-cased in his new Technicolor comedy, "The Ladies man," which arrivesat the.....Theatre. They play the "ladies" of the title in the Paramount release which concerns the misadventures of the only male employee in a Hollywood boarding-houseful of lovelies presided over by former Metropolitan Opera star Helen Traubel.

Cast as the romantic lead opposite the comedian is Broadway's Pat Stanley, who left the musical hit, "Fiorello," to make her motion picture debut in "The Ladies Man." Another recruit from "Fiorello" is red-headed Brooklyn dancer Lynn Ross, whose standout talents rated co-star billing in the film.

Hope Holiday, another Brooklynite and a junior version of Betty Hutton and Judy Holliday, has another top role. The slender, effervescent starlet won flattering attention with her portrayal of the lonely sex-kitten in "The Apartment." In "The Ladies Man" she will be seen as a would-be movie star, a real-life ambition she is in the process of achieving.

Among the featured players are Sylvia Lewis, a long-legged dancer who does an Apache jazz number with Jerry to the music of Harry James and His Band; lovely Gloria Jean, one-time child star, who makes her come-back in the film, and trombone-playing night club singer, Lillian Briggs, described as "the new Ethel Merman."

#

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

NEW JERRY LEWIS COMEDY, "THE LADIES MAN," DUE TOMORROW

A new Jerry Lewis fun-for-all, "The Ladies Man," arrives in town tomorrow at the.....Theatre, bringing the comedian in the title role with assistance from Helen Traubel, newcomers Pat Stanley, Kathleen Freeman, Hope Holiday and Lynn Ross, and guest stars Buddy Lester, George Raft and Harry James.

Filmed in Technicolor, the Paramount release was produced, directed and written by Jerry, the latter chore in collaboration with Bill Richmond. The story, punctuated with songs, dances and lots of entertainment surprises, concerns the misadventures of a bashful young woman-hater who finds he has taken the job of houseboy in a Hollywood boarding house occupied exclusively by career-seeking, man-hungry blondes, brunettes and redheads. By the time the film and Jerry's "education" are over, he has developed a whole new attitude toward the female of the species.

Four new songs are introduced in the picture, along with 31 beautiful and talented girls selected by Jerry in his capacity as producer-director after auditioning hundreds.



Still 10374-7

Mat 2G

In his production of "The Ladies Man," star-director-writer-producer Jerry Lewis has headaches, thirty-one of them, four of whom are (from the left) Shary Layne, Ann McCrea, Patricia Olson and Gloria Tracey. The Technicolor comedy, a Paramount release co-starring Helen Traubel, comes to the Theatre on

NEWS



PARAMOUNT PICTURES PRESENTS

The Ladies Man

FROM _____

FOR RELEASE _____

JERRY LEWIS' "THE LADIES MAN"
IS HILARIOUS, EYE-FILLING TREAT
(Review)

That man Jerry Lewis is back again, accounting for the laughter that rocked the.....Theatre yesterday with the opening of his new comedy, "The Ladies Man." Lewis not only stars in the Technicolor film, but also produced, directed and co-wrote it, with hilarious entertainment the result. He has never been funnier or more clever for he's surrounded himself with a bevy of talented beauties and guest stars who contribute great fun for the whole family.

The Paramount release co-stars former opera star Helen Traubel, introduces Broadway's Pat Stanley, and features Gloria Jean, Hope Holiday, Kathleen Freeman, Lynn Ross and guest stars George Raft, Harry James and His Band and comic Buddy Lester. The girls, a dazzling assortment of stunning blondes, brunettes and redheads, all portray residents of an all-girls boarding house in Hollywood.

Jerry is seen as a character named Herbert H. Heebert, who, because of a disappointing romance, has absolutely sworn off women forever. He takes a job as houseboy for motherly-looking Helen Welenmelon (Helen Traubel), unaware that her boarding house is exclusively for females -- man-hungry, career-seeking females. The plot details Jerry's misadventures, his "education" and his new romance. In the course of development there are songs, dances and specialty show-stoppers not only by Jerry but by many of the talented new faces and figures peopling "The Ladies Man." All of it -- and all of them -- are great fun and highly recommended to the laugh-minded.

#

TEASERS



We've had
NAPOLEON
as the greatest
lover of them
all...

AND
NOW
IT'S

**Jerry
Lewis**
as *The*
**Ladies
Man???**

A JERRY LEWIS PRODUCTION · **Technicolor**® · A PARAMOUNT PICTURE

2 COLS. x $\begin{cases} 70 \text{ LINES} \dots\dots\dots 140 \text{ LINES} \\ 5 \text{ inches} \dots\dots\dots 10 \text{ inches} \end{cases}$ **MAT 212**



We've had
PARIS
as the
greatest
lover of
them
all...

AND
NOW
IT'S

**Jerry
Lewis**
as *The*
**Ladies
Man???**

A JERRY LEWIS PRODUCTION · **Technicolor**® · A PARAMOUNT PICTURE

2 COLS. x $\begin{cases} 70 \text{ LINES} \dots\dots\dots 140 \text{ LINES} \\ 5 \text{ inches} \dots\dots\dots 10 \text{ inches} \end{cases}$ **MAT 213**



We've had
ROMEO
as the
greatest
lover of
them all...

AND
NOW
IT'S

**Jerry
Lewis**
as *The*
**Ladies
Man???**

A JERRY LEWIS PRODUCTION · **Technicolor**® · A PARAMOUNT PICTURE

2 COLS. x $\begin{cases} 70 \text{ LINES} \dots\dots\dots 140 \text{ LINES} \\ 5 \text{ inches} \dots\dots\dots 10 \text{ inches} \end{cases}$ **MAT 211**



We've had
VALENTINO
as the
greatest
lover of them
all...

AND
NOW
IT'S

**Jerry
Lewis**
as *The*
**Ladies
Man???**

A JERRY LEWIS PRODUCTION · **Technicolor**® · A PARAMOUNT PICTURE

2 COLS. x $\begin{cases} 66 \text{ LINES} \dots\dots\dots 132 \text{ LINES} \\ 4 \frac{3}{4} \text{ inches} \dots\dots\dots 9 \frac{1}{2} \text{ inches} \end{cases}$ **MAT 210**

POSTERS & LOBBIES



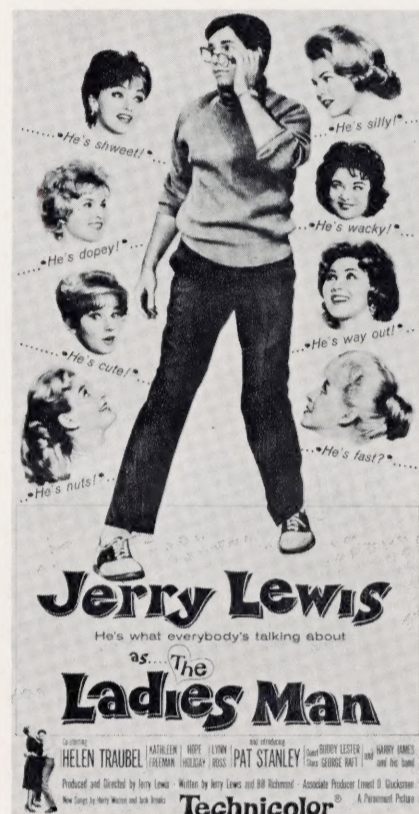
24-SHEET



ONE-SHEET



SIX-SHEET



THREE-SHEET



22 x 28 LOBBY PHOTO

Also Available:
SET OF EIGHT 11 x 14's
14 x 36 INSERT CARD
WINDOW CARD

Order from
NATIONAL SCREEN SERVICE

BANNER DISPLAYS

SECTIONAL VALANCE
 \$1.50 per running foot

FLAG—WALL BANNER
 9' x 12'
 One side....\$47.50
 Two sides....\$57.00

3-PIECE STREAMERS
 \$15.00

USHER'S BADGES
 —40¢ each

Order direct from
NATIONAL FLAG AND DISPLAY COMPANY
 43 West 21st St.,
 New York 10, N. Y.

IN CANADA
THEATRE POSTERS SERVICE
 250 Victoria St.,
 Toronto, Ontario, Canada

The Ladies Man ORDER BLANK
To: PARAMOUNT MERCHANDISING REPRESENTATIVE
Paramount Film Distributing Corporation

IMPORTANT!
 {Fill in your local
 Paramount branch address

Date _____

Please send me the following FREE material on "THE LADIES MAN"

_____ sets of Radio spots (to be used on station _____)

_____ sets of T. V. Trailers (to be used on station _____)

_____ Telop cards

Theatre _____ Playdate _____

City _____ State _____

The Ladies Man ORDER BLANK
To: NATIONAL SCREEN SERVICE CORPORATION

Please send me the following advertising accessories for
 "THE LADIES' MAN" in addition to my normal standing order.

- **FOR MY BILLBOARD POSTING CAMPAIGN AND MOUNTED CUT-OUT PURPOSES**
 - _____ One Sheets
 - _____ Three Sheets
 - _____ Six Sheets
 - _____ Twenty-Four Sheets
- **FOR AWAY-FROM-THEATRE ADVERTISING**
 - _____ 14 x 22 Window Cards
 - _____ Sets of 11 x 14 Photos
 - _____ 22 x 28 Photos
 - _____ 14 x 36 Insert Cards
 - _____ Color Stills
 - _____ B & W Stills (B set)
- **FOR ADVANCE SCREEN ADVERTISING**
 - _____ Teaser Trailer "1"
- **FOR MY NEWSPAPER ADVERTISING CAMPAIGN**
 - Scene mats, nos. _____
 - 1 column mats, nos. _____
 - 2 column mats, nos. _____
 - 3 column mats, nos. _____
 - 4 column mats, nos. _____
 - 5 column mats, nos. _____
 - 6 column mats, nos. _____
 - 7 column mats, nos. _____

Theatre Name _____ Playdate _____

City _____ State _____

Date _____

**Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



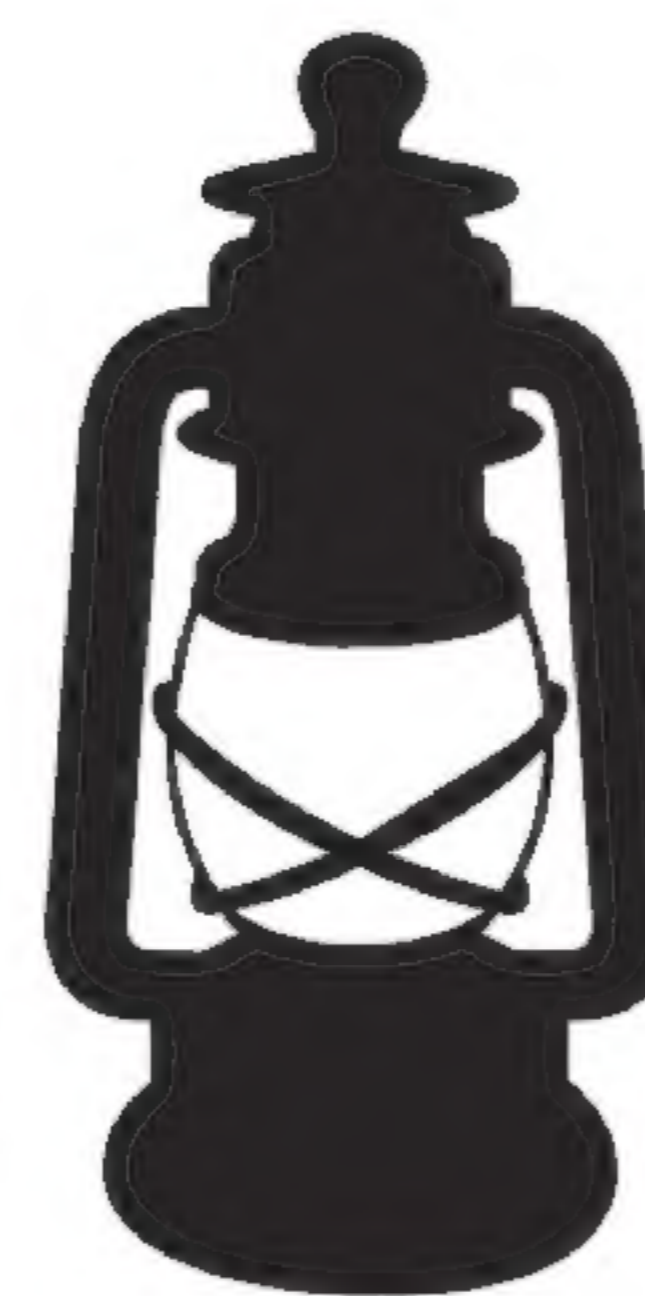
Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

MEDIA

HISTORY

DIGITAL LIBRARY



www.mediahistoryproject.org